



## MICHIGAN LIBRARY ASSOCIATION

### SEEKING A STUDENT SOCIAL MEDIA STRATEGIST

The Michigan Library Association (MLA) leads the advancement of all Michigan libraries through advocacy, education and engagement. At MLA, we serve nearly two thousand members, including more than 300 libraries from throughout Michigan. We've built a thriving non-profit service and advocacy organization (130 years young) whose members value our work and our time. At MLA, we are committed to using our talents to amplify our members' voices and highlight the value and importance of libraries in all 83 Michigan counties. Bring your talents and education and gain experience while working with a great team to promote both the MLA and Michigan's awesome libraries.

### WHAT DOES A SOCIAL MEDIA STRATEGIST DO?

- Work on social media projects like content development, photos, graphics, analytics and engagement
- Learn and refine how to use Facebook, Twitter, Instagram, blogging and more for promoting libraries
- Work on promotional, writing and research projects

### HERE'S WHAT WE ARE LOOKING FOR

A current college student

- A stellar writer with imagination and a creative flair
- Someone who can adopt MLA's brand voice and personality and translate it to digital content
- Someone who's organized and detail oriented
- Someone who's independent and accountable
- Someone who is willing to work remotely and commit to at least 10 hours a week during either the Fall, Spring or Summer semester. (Longer internships – 2 or more semesters are encouraged.)

### VALUE OF AN INTERNSHIP

We value your time and believe in paid internships. We will be able to provide a stipend of \$500. (A 1099 will be issued at the beginning of the calendar year for tax purposes.)

### HOW DO I APPLY?

Submit your resume and a link to your portfolio or at least two samples of previous class or internship work of which you are proud, to Rachel Ash, Membership and Communication Director, at [rfash@milibraries.org](mailto:rfash@milibraries.org). The Student Social Media Strategist position generally begins in January, May or September. If you are interested in other semester opportunities please indicate this in your email.

### CHECK US OUT

Website: <http://www.milibraries.org>

Facebook: @MichiganLibraryAssociation

Twitter: @MLAoffice

LinkedIn: @ <https://www.linkedin.com/company/10593783/admin/>

*MLA is an equal opportunity employer*